TB Program Staff and Partners,

# This year, CTCA Communications Committee has added to our World TB Day (WTBD) Social Media Campaign Toolkit a TikTok challenge. TikTok focuses on 15-60 second videos and has over 8 million monthly users. Health information is being shared on this platform by individuals, health care providers and organizations. You might find [this article](https://etactics.com/blog/tiktok-healthcare-providers) helpful.

The CTCA Communications Committee invites you to join our Magic Wand Challenge, by sharing ***What you would want everyone to know about TB, if you could wave a magic wand,*** #magicwandchallenge. Instructions on how to participate in this challenge are posted with 2021 World TB Day resources in the [www.ctca.org/toolbox](http://www.ctca.org/toolbox).

**Timeline:**

Please send your prepared videos for us to post before World TB Day (March 24). If you are posting them yourself, please post them on World TB Day (March 24) using the suggested #hashtags included in the instructions posted to 2021 World TB Day resources in the [www.ctca.org/toolbox](http://www.ctca.org/toolbox). That way we can gather and compile the TikTok videos into a compilation YouTube video following World TB Day.

If you have any questions, please ask. I’d love to help you participate.

Judith Thigpen, MPH  
Executive Administrator  
California TB Controllers Association   
[jthigpen@ctca.org](mailto:jthigpen@ctca.org)   
510-479-6139